

REQUEST FOR POLITICAL BROADCAST TIME

9-21-16

Date of Request

KQMV KRWM KVRQ KIXI

Candidate: _____ Party: _____

Campaign: No On 873
Federal/State/County/City/Initiative/Issue

Address: 1410 NE 124th #734
Kirkland, WA 98034

Inquired by: Chris Schroeder Vision Media
Candidate/Manager/Agency/Committee 425-882-3400

Request Received by: L. Kinlaw

Information Requested: Rate and Schedule
approval

Information Supplied: Approved the attached schedule

Accepted by: L. Kinlaw Date: 10.12.16

Final Disposition: Booked the attached order

Payment Information: \$10,850.25 net Date: _____

Copy Approved Y or N: _____

Name(s) of Political Committee: See Attached

☒ Rates/Disclosure Statement Sent/Acknowledged

☒ Order Rec'd

☒ Broadcast Agreement Rec'd

☒ Copy Rec'd

☐ Payment Rec'd

☐ Invoice Attached

Sales Order

Station: **KRWM-FM** Agency: **VISION BROADCAST MEDIA GRP**
 Contract Name: **KRWM No On ST3** Address: **7826 LEARY WY, STE 200**
 Contract#: **(none)** City: **REDMOND** State: **WA**
 Start Date: **10/15/16** End Date: **11/07/16** Zip: **98052**
 Revenue Type: **COM-AGENCY** Type: **Cash** Phone: **(425) 882-3400**
 Advertiser: **NO ON ST3 (A)** Buyer: **Chris Schroeder**
 Address: _____ Tax Schedule: **(None)**
 City: _____ State: _____ Zip: _____ Agency Commission %: **15**
 Product Name: **2016 Q4 Radio** Billing Cycle: **Standard**
 Competitive Code: **POLITICAL/LOCAL** Salesperson: **040LKINL** Comm %: **0**
 Makegood Policy: **Limited**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$
1	10/15/16	10/16/16		5:00 AM	12:00 AM	30						1	1	2	D	0.00	2	0.00	
2	10/17/16	10/21/16		6:00 AM	10:00 AM	30	1	2	1	2	1			7	D	200.00	7	1,400.00	
3	10/17/16	10/21/16		10:00 AM	3:00 PM	30	2	1	1	1	2			7	D	185.00	7	1,295.00	
4	10/17/16	10/21/16		3:00 PM	7:00 PM	30	2	1	2	1	2			8	D	195.00	8	1,560.00	
5	10/17/16	11/04/16		5:00 AM	12:00 AM	30	1	1		1	1			4	D	0.00	12	0.00	
6	10/24/16	10/28/16		6:00 AM	10:00 AM	30	1	2	1	2	1			7	D	200.00	7	1,400.00	
7	10/24/16	10/28/16		10:00 AM	3:00 PM	30	1	2	1	2	1			7	D	185.00	7	1,295.00	
8	10/24/16	10/28/16		3:00 PM	7:00 PM	30	2	1	2	1	2			8	D	195.00	8	1,560.00	
9	10/24/16	10/30/16		5:00 AM	12:00 AM	30	1	1		1	1	1	1	6	D	0.00	6	0.00	
10	10/31/16	11/04/16		6:00 AM	10:00 AM	30	1	1	2	1	1			6	D	200.00	6	1,200.00	
11	10/31/16	11/04/16		10:00 AM	3:00 PM	30	1	1	2	1	1			6	D	185.00	6	1,110.00	
12	10/31/16	11/04/16		3:00 PM	7:00 PM	30	1	2	1	2	1			7	D	195.00	7	1,365.00	
13	10/31/16	11/06/16		5:00 AM	12:00 AM	30	1	1		1	1	1	1	6	D	0.00	6	0.00	
14	11/07/16	11/07/16		6:00 AM	10:00 AM	30	1							1	D	200.00	1	200.00	
15	11/07/16	11/07/16		10:00 AM	3:00 PM	30	1							1	D	185.00	1	185.00	
16	11/07/16	11/07/16		3:00 PM	7:00 PM	30	1							1	D	195.00	1	195.00	

Billing Projections: By Month

	Oct 16	Nov 16
CA	9,090.00	3,675.00
ST	8,510.00	4,255.00

☒ Print Spot Prices

2wk cancellation policy for ALL orders. Client/Agency responsible for payment.

THANK YOU FOR YOUR BUSINESS

TOTAL SPOTS 92

GROSS TOTAL \$ 12,765.00

ADJUSTED SPOTS 92

ADJUSTED TOTAL \$ 12,765.00

APPROVE DECLINE

☐ ☐ General Manager
☐ ☐ Sales Manager
☐ ☐ National Sales Manager
☐ ☐ Local Sales Manager



BE SEEN. BE HEARD.

Buying Agency:

Vision Media
7826 Leary Way Suite 200
Redmond, WA 98052
Phone: 425-882-3400
FAX: 425-484-8868
Contact: Chris Schroeder

INSERTION ORDER

TO: Lester Kinlow
Hubbard Radio Seattle
425.653.1006
LKInlow@hbl.com

Advertiser: NO ON ST3
Station: KRWM FM
Media: 2016 Q4 Radio
Seattle

Agency Discount: YES

2016 Flight Weeks: 10/15 - 10/23, 10/24 - 10/30, 10/31 - 11/7

Station Format

KRWM 106.9 FM "Warm 106.9"

Day
M-F
M-F
M-F
M-Su - with equal rotation
Added Value
BTA

Daypart
6a-10a
10a-3p
3p-7p
5a-12m

Freq
7
7
8
6
28

Length
:30
:30
:30
:30

Cost
\$200
\$185
\$195
\$0

Total
\$1,400
\$1,295
\$1,560
\$0

**A25-64
AQH Rating**
0.4
0.5
0.5
0.4

GRP's
2.8
3.5
4.0
2.4

CPP
\$500.00
\$370.00
\$390.00
\$0.00

One Week Total:

\$4,255

12.7

\$335.04

Added Value:

- Bonus ROS: 5x :30's, M-Su 5a-12m

Weekly Freq.

1.5

Net Reach: 235,600

Reach %: 9.8%

Gross Impressions:

359,400

CPM:

\$14.03

Terms & Conditions:

Misses and makegoods are not acceptable without prior written approval. Any misses or makegoods will be made good at a 2-1 ratio at the value of the missed spot or the AUR of the schedule, whichever is higher. One hour separation is required and all schedules must run with equal rotation vertically and horizontally. Acceptance of this order constitutes acceptance of the above terms. Standard two week cancellation terms apply.

Gross Total:

\$12,765.00

Total NET:

\$10,850.25

Michelle Cornick

Accepted by

Please sign and email back for confirmation

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>KZLW WA</u> Hubbard Broadcasting, Seattle	Date: <u>10/12/16</u>
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I, Don Skillman

do hereby request station time concerning the following issue:

<h3 style="margin: 0;">No on Sound Transit, Vote No on Regional Prop 1</h3>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: No on ST3

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

--

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

No on Sound Transit 3/ Don Skillman
11410 NE 124th St #734, Kirkland, WA 98034

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Charles Collins Save Our Trail
Kevin Wallace Families for Sustainable Transit
Bruce Hand

NAB Form PB-18 Issues

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/12/16 [Signature] (415) 922-0424
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Lester Kunkin Exec. Asst.
Signature Printed Name Title